

Fall 2020

Parrot Analytics

Maxwell Vincent
Bowling Green State University, mdvince@bgsu.edu

Follow this and additional works at: <https://scholarworks.bgsu.edu/arfp>

Recommended Citation

Vincent, Maxwell, "Parrot Analytics" (2020). *Audience Research Firm Presentations*. 16.
<https://scholarworks.bgsu.edu/arfp/16>

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Audience Research Firm Presentations by an authorized administrator of ScholarWorks@BGSU.



Parrot Analytics

Maxwell Vincent

Overview

“When science meets art:
MAGIC HAPPENS”

Parrot Analytics is the leading global content demand analytics company for the multi-platform TV business.

They hold the world’s largest TV audience demand datasets, currently tracking more than 1.5B daily expressions of demand. Their Platform provides insight into global, country-specific audience demand for television content.

Over 100 languages from 200+ countries.

Industries

Parrot Analytics offers services for every company on the distribution network.

- Financing Companies
- Talent Agencies
- Production Companies
- Studios
- Distributors
- Linear Networks
- PayTV Networks
- Over-The-Top Platforms
- Marketing and Media

Parrot offers specialized help and support for each level of production.

TV360 MONITOR

- Parrots 2nd platform designed for everyone to use.
- TV360 Monitor is built to analyze TV Demands. One of the key functions is Global Demand Measurement. The platform covers 100,000+ TV shows, with a selection of 100+ Streaming platforms and television channels.
- The platform provides easy-to-understand data and insights to help contextualize the data to the desired market, and help the customer make the best possible decision.
- \$99 per Month.

TV360 ENTERPRISE

- Parrots platform is built for the whole content lifecycle.
- TV360 Enterprise includes everything as TV360 Monitor, as well as, access to direct data interrogation (API), Group-Based Licensing, access to every market, and contextualizing data to match the local market.
- The platform is more suited for in-depth data research and Parrot requires clients contact customer service before they can have access to the service.

Previous Clients



DISNEY

FACEBOOK

WARNERMEDIAGROUP

GOOGLE

AMAZON

SKY MEDIA

Parrot's Leaders

Wared Seger, and his board head the company which features offices in Los Angeles, New York, London, Auckland N.Z. and Sao Paulo B.R.

Currently worth \$10.3m



Wared Seger

CEO
Co-Founder

David Bishop

Board of Directors



Adriana Cisneros

CEO of Cisneros, Board of Directors

Bruce Tuchman

Board of Directors



Adam Clark

Board of Directors
Co-Founder

Michael Montgomery

Board of Directors

Job Opportunities

Only five positions available as of now, one as
resent as last week.

Los Angeles

Insights Director
Partnerships

Sao Paulo

Senior Partner Insight
Analyst

Auckland

Senior Front End Developer
Software Engineer, Graduate – 2 openings
Data Scientist, Graduate

Citations

<https://www.parrotanalytics.com>

https://www.crunchbase.com/organization/parrot-analytics/company_financials

<https://www.linkedin.com/company/parrot-analytics/about/>

<https://apply.workable.com/parrot-analytics/?lng=en>

<https://markets.businessinsider.com/news/stocks/parrot-analytics-launches-individual-licensed-product-to-democratize-access-to-global-tv-streaming-data-trends-and-analysis-for-individuals-and-companies-of-all-sizes-1029380960#>